

# TZU-CHING LIN

## Creative Director



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Taipei

### EXPERIENCE

#### Co-founder & Creative Director

Satirist

Sep 2020 - Present - 1 yr 4 mos, Taipei

- Founded and set the brand's tone with deliberate product differentiation strategies.
- Envisioned the most advanced yet acceptable products for customers and paved the way for the brand by formulating short-term and long-term goals.
- Defined the niche for the product by analyzing the market and discovering pain points for target audiences.
- Set up timeline and metrics for each periodical goal; calibrate small details along the way to yield the best result.
- Designed all the visual assets, including graphics, social media, packaging, and website.

#### UI/UX Product Designer

Cloud Interactive

Mar 2020 - Sep 2020 - 7 mos, Taipei

- Worked closely with the development team and identified requirements, use cases, user journeys and target audiences for international clients like Fitbit and some hypermarkets in Taiwan.

#### Brand Designer

Karim Rashid Inc.

Sep 2019 - Feb 2020 - 6 mos, New York, NY

- Produced a range of visual assets, including graphics, typography, and art direction for 3D motion graphics.

#### Interaction Design Intern

New Reality Co.

Feb 2019 - May 2019 - 4 mos, New York, NY

- Assisted with production; worked as a technician and project representative at New Reality Co., VR Artist in Residence Team at R/GA.

#### Design Fellow

Brooklyn Fashion + Design Accelerator

May 2018 - Sep 2018 - 4 mos, Brooklyn, NY

- Actively participated in the invention of wearable products that integrated technology into smart garments and functional textiles from conception to completion.

#### Freelance Visual Designer

L'adore Inc.

Jan 2016 – Sep 2017 - 1 yr 9 mos, Newport Beach, CA

- Created user-centric design solutions and led graphic designs of brochures, posters and flyers as well as logos, typography and business cards.

#### Product Design Apprenticeship

OHM Creation

May 2013 – September - 1 yr 5 mos, 2014, Taipei

- Planned and implemented graphic design, including website and brochure for Pintoli Company from concept to production.
- Worked with creative team to create furnishings with compelling stories; effectively communicated with factories to enhance quality control.

### EDUCATION

#### School of Visual Arts | New York, NY

MFA Products of Design

May 2019

#### Tatung University | Taipei, Taiwan

BS Industrial Design

Jun 2014

#### Industry Knowledge

Creative Thinking  
Product Design  
Motion Graphics  
3D Design  
User Interface  
User Experience  
Interaction Design  
Wireframing  
Rapid Prototyping  
Design Research

#### Tools & Technologies

Figma, Sketch, Cinema 4D,  
Adobe Creative Suite  
(Ps, Ai, Pr, Ae, Xd)

#### Other Skills

Storyboarding,  
Journey Mapping

#### Languages

Mandarin (native)  
English (professional)

#### Social

tzuchinglin.com  
linkedin.com/in/tzuchinglin  
instagram.com/tzuchinglin0103